



NEW

Redefining a category! Introducing a whole new concept to the Dinner Roll segment



Light and flaky croissant pastry is no longer reserved for the breakfast day part

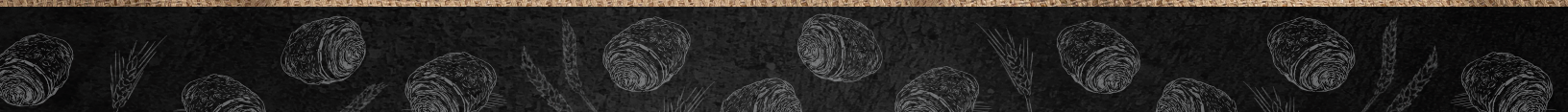
Upgrading of the Dinner Roll category is long overdue in this stagnant segment

All butter formulation creates a whole new level of indulgent side roll that demands a premium like croissants

Build on croissant category momentum with adjacent offering to raise basket size



- Top Two Box! - **73%** of consumers said they would definitely or probably buy this product in concept testing
- **61%** of consumers thought that the product was new and different
- Consumers indicated that they would purchase this product **2X** per month





Real Butter!



Real Cheese!



Product Description:	TWC All Butter Croissant Style Dinner Rolls	TWC All Butter Croissant Style Cheese Dinner Rolls
Item Code:	56170	56171
UPC:	07-70981-56170-7	07-70981-56171-4
SCC:	1-07-70981-56170-4	1-07-70981-56171-1
Piece Weight:	.83 oz (24g) x 12 pieces	.83 oz (24g) x 12 pieces
Pack Weight:	10 oz (284 g)	10 oz (284 g)
Case Quantity:	12 packages	12 packages
Net Case Weight:	7.5 lbs. (3.408 kg)	7.5 lbs. (3.408 kg)
Case Cube:	1.6725 cu. ft.	1.6725 cu. ft.
Tie/Tier:	9 x 5 (H) = 45	9 x 5 (H) = 45
Packaging Dimensions:	L 9.95" x W 5.91" x H 4.23"	L 9.95" x W 5.91" x H 4.23"
Case Dimensions:	L 17.375" x W 10.4375" x H 17.125"	L 17.375" x W 10.4375" x H 17.125"
Gross Case Weight:	9.6 lbs. (4.355 kg)	9.6 lbs. (4.355 kg)
Freezer Shelf Life (From date of manufacture):	6 Months	6 Months
Thawed Shelf Life:	7 Days (Ambient)	5 Days (Ambient)

